VITAL VOICES

Issues that Impact Idaho Adults Age 45 and Older

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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to State Centric Surveys</td>
<td>3</td>
</tr>
<tr>
<td>Core Questions</td>
<td>4</td>
</tr>
<tr>
<td>Health Questions</td>
<td>10</td>
</tr>
<tr>
<td>Wealth Questions</td>
<td>19</td>
</tr>
<tr>
<td>Self Questions</td>
<td>26</td>
</tr>
<tr>
<td>Methodology</td>
<td>29</td>
</tr>
<tr>
<td>About AARP</td>
<td>31</td>
</tr>
<tr>
<td>Contact</td>
<td>32</td>
</tr>
</tbody>
</table>
INTRODUCTION

For the past two decades, AARP has provided state offices with data to support planning and advocacy. As the breadth of our work has expanded, AARP Research and our national partners have responded by creating a tool that will empower state offices and staff to do more for their local constituents.

As part of our transition from National to Nationwide, AARP is launching a new research initiative that will deliver vital, current, and state-specific data to every state office on a rolling three-year schedule. The name of this nationwide initiative is Vital Voices, and we will use it to ensure that each individual state has access to the data they need for local advocacy, outreach, and education efforts. States can use the data in numerous ways:

- Predict the need for a specific program or interest in a specific issue.
- Enhance all communications with current data.
- Track issues and attitudes over time to assess shifts in public opinion.

Bringing Vital Voices to the states has been an enterprise-wide initiative. Never before has AARP launched a research program of this size and with this much promise. We give it to you with the hope that this data will inform better decisions for Idaho adults age 45 and older.
Survey Results for Idaho-Core Questions

Issues that Impact Idaho Adults Age 45 and Older
Idaho residents age 45+ think many issues are important, with ‘staying mentally sharp,’ and ‘staying physically healthy’ topping the list.

### Important Health Care Issues

- **Staying mentally sharp**: 94%
- **Staying physically healthy**: 93%
- **Having adequate health insurance coverage**: 90%
- **Having Medicare benefits available to you in the future**: 88%
- **Paying for health care expenses, including premiums and co-pays**: 85%
- **Paying for prescription drugs**: 75%

11. For the following list of issues, please indicate how important each is to you personally. (Health Care) (n=701)

*not all charts equal one-hundred percent due to removal of small cells, see annotation for all categories*
**Over nine in ten (91%) Idaho residents age 45+ rate ‘having enough income or savings to retire’ as either extremely or very important.**

<table>
<thead>
<tr>
<th>Important Economic Issues</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having enough income or savings to retire</td>
<td>91%</td>
</tr>
<tr>
<td>Having adequate Social Security benefits available to you in the future</td>
<td>89%</td>
</tr>
<tr>
<td>Protecting yourself against unfair financial practices</td>
<td>80%</td>
</tr>
<tr>
<td>Protecting yourself against consumer fraud</td>
<td>79%</td>
</tr>
<tr>
<td>Being able to stop working for pay at the age you want</td>
<td>72%</td>
</tr>
<tr>
<td>Having online security</td>
<td>66%</td>
</tr>
<tr>
<td>Having good employment opportunities in your community</td>
<td>62%</td>
</tr>
<tr>
<td>Protection from age discrimination</td>
<td>60%</td>
</tr>
<tr>
<td>Maintaining relevant job skills and experience</td>
<td>50%</td>
</tr>
</tbody>
</table>

*For the following list of issues, please indicate how important each is to you personally. (Economic/Financial) (n=701)*

*not all charts equal one-hundred percent due to removal of small cells, see annotation for all categories*
‘Staying in your own home as you get older’ is at least very important to nearly nine in ten (86%) Idaho residents age 45+.

### Important Independent Living Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staying in your own home as you get older</td>
<td>86%</td>
</tr>
<tr>
<td>Getting to the places you need to go independently</td>
<td>81%</td>
</tr>
<tr>
<td>Caring for a loved one</td>
<td>79%</td>
</tr>
<tr>
<td>Having high quality long-term care in your community</td>
<td>75%</td>
</tr>
</tbody>
</table>

I1. For the following list of issues, please indicate how important each is to you personally. (Independent Living and Long-Term Care) (n=701) *not all charts equal one-hundred percent due to removal of small cells, see annotation for all categories
CARE1. Are you currently providing unpaid help to a relative or friend 18 years or older to help them take care of themselves? This would include doing things for them such as grocery shopping, providing transportation, managing finances, arranging for healthcare or other services, or preparing meals. (n=701)

About one-third (29%) of Idaho residents age 45+ are currently providing unpaid care to an adult relative or friend.
About half (47%) of Idaho residents age 45+ who are not currently providing unpaid care have provided this type of care in the past.
Survey Results for Idaho-Health Questions

Issues that Impact Idaho Adults Age 45 and Older
Nearly two-thirds (63%) of Idaho residents age 45+ are currently taking two or more prescription medications on a regular basis.
Monthly out-of-pocket spending on prescription drugs varies among Idaho residents age 45+, with most (64%) spending less than $50 per month.
In the past two years, one-third (31%) of Idaho residents age 45+ report not filling a prescription that was provided by their doctor.
Among Idaho residents age 45+ who decided not to fill a prescription, over half (57%) say the ‘cost of the drug’ was the reason.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of the drug</td>
<td>57%</td>
</tr>
<tr>
<td>Other</td>
<td>14%</td>
</tr>
<tr>
<td>Didn't need/no longer needed</td>
<td>12%</td>
</tr>
<tr>
<td>Side effects of drug</td>
<td>11%</td>
</tr>
<tr>
<td>I did not think the drug was necessary</td>
<td>9%</td>
</tr>
<tr>
<td>I don't like taking (prescription) drugs</td>
<td>7%</td>
</tr>
<tr>
<td>Thought drug wouldn't help much</td>
<td>5%</td>
</tr>
<tr>
<td>Used or looked into other methods of treatment</td>
<td>3%</td>
</tr>
<tr>
<td>OTC less expensive</td>
<td>3%</td>
</tr>
<tr>
<td>Drug did not help</td>
<td>3%</td>
</tr>
</tbody>
</table>

PER4_A. Why did you decide not to fill a prescription that your doctor had given you? (n=216) [CODED OPEN-ENDED RESPONSES]
Two-thirds (65%) of Idaho residents age 45+ are at least somewhat concerned about being able to afford needed prescriptions over the next two years.

**Concern About Affording Prescription Drugs Over Next 2 Years**

- **Very concerned**: 37%
- **Somewhat concerned**: 28%
- **Not very concerned**: 17%
- **Not concerned at all**: 17%

**PER5.** How concerned are you about being able to afford the cost of needed prescription drugs over the next two years? (n=701)
PER6. Do you currently purchase any prescription drugs online? (n=701)

One in ten (9%) Idaho residents age 45+ report currently purchasing prescription drugs online.
The majority (79%) of Idaho residents age 45+ believe it should be legal for people in the U.S. to buy drugs from Canada and Europe.

Belief Regard Buying Drugs in Canada / Europe Should be Legal

- Yes, should be legal: 79%
- No, should not be legal: 12%
- Don't know: 8%

**PER7.** Currently, U.S. law largely prohibits people from importing prescription drugs from other countries like Canada or Europe. Some people believe that the laws should be changed to allow Americans to buy less expensive prescription drugs from other countries as long as they are just as safe and effective as those bought in the U.S. Do you believe that it should be legal for people in the U.S. to buy drugs from Canada and Europe, or not? (n=701)
Currently Medicare is prohibited by law from negotiating prescription drug prices with pharmaceutical companies. Some policymakers have proposed allowing Medicare to use its bargaining power to negotiate lower prices for prescription drugs. Do you support or oppose allowing Medicare to use its bargaining power to negotiate lower prices for prescription drugs? (n=701)

The majority (88%) of Idaho residents age 45+ support allowing Medicare to negotiate lower prices for prescription drugs.
Survey Results for Idaho-Wealth Questions

Issues that Impact Idaho Adults Age 45 and Older
About two-thirds (63%) of Idaho residents age 45+ are at least somewhat concerned about being able to afford their property taxes over the next five years.

Concern About Affording Property Taxes Next 5 Years

- Extremely concerned: 21%
- Very concerned: 16%
- Somewhat concerned: 26%
- Not very concerned: 17%
- Not concerned at all: 18%
- Don't know: 3%

TAX1. How concerned are you about being able to afford to pay the property taxes on your primary residence over the next five years? (n=701)
Over two-thirds (71%) of Idaho residents age 45+ are at least somewhat concerned about personally becoming the target or victim of a scam or fraud.
One-fourth (24%) of Idaho residents age 45+ are extremely confident they can detect scams or fraudulent offers.

Confidence in Detecting Scam / Fraud

- Extremely confident: 24%
- Very confident: 35%
- Somewhat confident: 34%
- Not very confident: 4%
- Not confident at all: 2%
- Don’t know: 1%

FRA18. How confident are you that you could detect a scam or fraudulent offer intended to trick YOU out of your money or personal information? (n=701)
One in five (18%) Idaho residents age 45+ indicate they have been a victim of a scam or fraud in the past 12 months.

Victim of Scam / Fraud in Past 12 Months

- Yes: 80%
- No: 18%
- Don't know: 2%
FRAUD ISSUES

Among Idaho residents age 45+ who have been a victim of a scam or fraud in the past year, half (53%) reported it to the appropriate authorities.

Reporting of Scam / Fraud

- Yes: 53%
- No: 45%
- Don't know: 3%
One-third (33%) of Idaho residents age 45+ know a family member or friend who may have been victims of a scam or fraud.
Survey Results for Idaho-Self Questions

Issues that Impact Idaho Adults Age 45 and Older
Idaho residents age 45+ agree with many reasons to invest in developing high-speed Internet across the state, with ensuring access to educational resources being most important.

### Importance of Reasons to Develop High-Speed Internet

<table>
<thead>
<tr>
<th>Reason</th>
<th>Important</th>
<th>Not important</th>
<th>Don’t know/ refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>To ensure people anywhere in Idaho can access educational resources, such as online courses, that would enable them to further their education</td>
<td>84%</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>To ensure older adults in Idaho, especially those with health challenges, aren't isolated from family and friends</td>
<td>81%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>To ensure people in Idaho can access healthcare in a timely manner such as 24/7 online healthcare including video chats with doctors</td>
<td>79%</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>Because rural communities in Idaho need it in order to thrive economically</td>
<td>75%</td>
<td>16%</td>
<td>9%</td>
</tr>
<tr>
<td>Because farmers and ranchers in Idaho need it in order to be competitive</td>
<td>73%</td>
<td>17%</td>
<td>10%</td>
</tr>
<tr>
<td>Because low-income communities across Idaho need it in order to thrive economically</td>
<td>73%</td>
<td>18%</td>
<td>9%</td>
</tr>
</tbody>
</table>
The majority of Idaho residents age 45+ support policy development to plan for high-speed Internet expansion across the state (70%) and creation of a state office to serve as a clearinghouse for efforts related to high-speed Internet (59%).

Support for Idaho High-Speed Internet Policies

- State action to develop policies to plan for high-speed Internet activities in partnership with state government, providers, local nonprofits, and business to expand high-speed Internet services in Idaho: 70% support, 19% oppose, 10% don't know/refused.
- State action to create a state office to serve as a clearinghouse for project prioritization, coordination, communication, transparency and funding efforts for high-speed Internet: 59% support, 28% oppose, 13% don't know/refused.

*not all charts equal one-hundred percent due to removal of small cells, see annotation for all categories
In November 2019, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among Idaho residents age 45+. Topics included healthcare, the economy/taxation and financial security issues, fraud prevention, independent living and long-term care, caregiving, prescription drugs, and broadband Internet access.

ANR completed a total of 701 interviews (351 via landline telephone, 175 via cell phone, and 175 online). Respondents were screened to meet the following criteria:

- Age 45+
- Resident of Idaho

Survey length averaged 18.9 minutes by telephone and 17.0 minutes online.
METHODOLOGY

Sampling Procedure

Landline, cell phone, and online sampling were used for this research, with the telephone sample drawn randomly from a list of residents age 45+ of Idaho, purchased from Aristotle, and online sample provided by Fulcrum. A total of 27,039 records were utilized to achieve a sample of 701 respondents. The list of 684,474 residents of Idaho age 45+ was randomly divided into 684 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 26 replicates representing a total of 25,700 resident records were dialed to complete the telephone portion of this study.

The total sample of 701 respondents yields a maximum statistical error of ±3.7% at the 95% level of confidence. (This means that in 95 out of 100 samples of this size, the results obtained in the sample would be within ±3.7 percentage points of the results obtained had everyone in the population been interviewed.)

Interview Methodology

The survey was launched on November 8, 2019 and closed on November 17, 2019.

Telephone interviewing was active between 5:30 p.m. and 9:00 p.m., with some additional calling done between 10:00 a.m. and 4:00 p.m. If necessary, up to 8 call attempts per telephone number were made to reach an eligible respondent. All numbers were called at multiple times of the day as well as days of the week to maximize each resident’s opportunity for inclusion in the study.

Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats.

All data have been weighted by age, gender, and race/ethnicity according to 2018 U.S. Census Bureau Current Population Survey (CPS) statistics for Idaho.
AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation’s largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.
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This research was designed and executed by AARP Research.